

Name: _____ Date: _____

Chapter 28: Base knowledge worksheet

Full sentence answers are **not** required: SL 22 marks, 22 minutes

HL 22 + 2 marks, 24 minutes

1 What is the difference between above-the-line and below-the line promotion? (2)

2 What are the **five** main aims of advertising? (5)

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3 State **four** advertising media. (4 × ½ = 2)

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4 What **three** major factors determine which advertising media to use? (3)

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- 5 Give **seven** examples of sales promotion methods. (7)
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- 6 a Explain what 'place' refers to in the context of marketing. (2)
- b Give an example with **two** intermediaries to illustrate your answer. (1)
- 7 **(HL)** What is supply chain management (SCM)? (2)